

CONTEST BULLETIN.
Wednesday, October 11; Thursday, October 12, and Friday, October 13, are the regular general voting days. Triple value will be allowed on a limited number of articles as listed below:

Wednesday, October 11, triple value on all Piedmont Cigarette Boxes.
Thursday, October 12, triple value on all Sauer Extracts, Christo Tops, Rex, Victor and Victoria Coupons.
Friday, October 13, triple value on

all Swift Soap Wrappers, Spltzer Receipts, Karo and Argo Labels and Cartons.
In addition to the above, the regular combinations for this week, returnable not later than 5 o'clock P. M., Saturday, October 14:

Combination No. 1.
1 Blue Ribbon Flour Sack.
1 Murphy Coupon.
3 Kingan Labels.
Combination No. 2.
5 Nolde Wrappers or Labels.
5 Mayfield Labels.

3 Sauer Extract Cartons.
Combination No. 3.
5 Royal Laundry Receipts.
2 Kaehler Motor Co. Receipts.
3 Good Luck or Principle Labels.
BONUS ON COMBINATIONS.
For each combination 5,000 bonus votes.

For 10 combinations, 75,000 bonus votes.
For 25 combinations, 225,000 bonus votes.
For 50 combinations, 500,000 bonus votes.

For 25 combinations of each 75 in all, 1,000,000 bonus votes. Keep the labels, wrappers, etc., for each combination separate, and they must be reasonably clean. Combinations must be turned in at Contest Headquarters before 5 o'clock P. M., October 14.

The Following Dealers Sell Swift's Soaps

L. H. Mundin, Seventeenth and Franklin Sts.
S. Ullman, 1820 E. Main Street.
S. Ullman, 506 E. Marshall St.
Richmond Grocery Co., 602 E. Marshall St.
August Grocery Co., 611 E. Marshall St.
Halloran & Wilkerson, 2601 W. Main St.
N. L. Gentry, 2001 Fairmont Ave.
Mrs. J. P. Hubbard, Carrington St.
W. A. Gills, 2401 West Main.
Johnson Grocery Co., 594 North Ninth St.
L. L. Levenson, 734 North Fifth St.
Scheer Bros., 1224 St. James St.
V. L. Floyd & Sons, Brook Ave.
A. J. Schmidt, 817 West Cary St.
D. E. Francis, 601 China St.
Ullman Bros., 1215 Hull Street, Manchester.
Broadway Grocery Co., 1106 Hull St.
F. H. Garber, 3911 Williamsburg Ave., Fulton.
H. B. Williams & Bros., 403 N. 30th St., Church Hill.
Geo. Hilley, 1525 W. Main Street.
Nelson & Pitman, 2808 W. Broad St.
R. H. Hawks, 728 West Broad St.
J. J. Collins, 1500 W. Broad St.
Caton Grocery Co., 709 Allison St.
J. B. Yeomans, 704 W. Broad St.
Martin Bros., 419 N. Sixth St.

If YOUR dealer does not sell them, get him to give you an order for a case, turn it in at Contest Headquarters, and you'll get 5,000 bonus votes on each \$1 of its value when the order is accepted.

Sunbrite Cleanser
Pride
Washing Powder
Wool Soap
and
Arrow Borax Soap
Should be in every home.

10,000 BONUS VOTES Sunshine Behind the Clouds

In the unprosaic words of the poet, all fates are common, and that some rain must fall in each life; but sad hearts may cease their repining, because the sun perpetually shines.
The brightest sunshine behind any of life's darkest clouds is a policy in the Massachusetts Mutual Life Insurance Company.
The Times-Dispatch will issue votes on all premium receipts for new policies.

CHAS. B. RICHARDSON
General Agent for Virginia.
E. B. MEADE, District Manager,
Mutual Building, Richmond, Va.

The Times-Dispatch will issue 10,000 BONUS VOTES on each dollar of all NEW policy receipts for policies ISSUED between October 9th and October 14th, inclusive.

Royal Takes Complete Charge of Your Family Washing---

Don't work away your health and strength over your family washing. It's needless and you're doing yourself a gross injustice. We'll do your entire washing at a very small expense.

Let Royal work for you. Let us satisfy you like we're satisfying a great many families now. We employ skilled workers and use only the most modern equipment.

Instead of playing yourself out this week, give us a trial and let us demonstrate what we can do.

PRICES:

Rough Dry, 6c per pound. Flat work returned ironed; the other pieces washed and starched ready for ironing.

Laundry Slips Good for Votes in Times-Dispatch Contest

Royal Laundry

Phone Rand. 1958. Our Wagons Cover the City.

The Kaehler Motor Co.

BROAD AND RYLAND STREETS,

Will Take Orders for Ford Accessories and Supplies at the

Virginia State Fair

Booth No. 1, Industrial Hall

Double Value Votes

on All Orders Taken at Our Booth During Fair Week.

Complete Exhibit of the

SPECIALTIES FOR FORD CARS.



Nolde's Sun Raisin Bread

Has a special voting coupon good for 100 votes in Times-Dispatch Contest inside the wrapper.

NOLDE'S RAISIN BREAD Wrappers

will not be accepted for votes after Tuesday, October 10th.

SPECIAL OFFER

Nolde's Raisin Bread Voting Coupons good-for 500 votes each this week. They must be turned in before 5 o'clock P. M. Saturday, October 15th.

"Nolde's Bread Is Richmond's Best Bread"

Wrappers and Labels from BUTTERNUT, HEART-E LOAF, TIP TOP and POUND CAKE good for votes in Times-Dispatch Contest.

Double Coupons or 200 Votes

All This Week With



Ice Cream,
Sodas, Cones,
Sundaes

Get your friends to call for Velvet Kind Ice Cream, and remember the fountains that serve this dainty. Have them save coupons for you—it is easy, for thousands prefer Velvet Kind for its flavor, smoothness and PURITY.

It is the healthful, safe dainty that is good for young and old. Easily digested, full of nourishment. Satisfies at all times, morning, noon or night. Always the same quality.

The Purity Co.

Telephone Ran. 1861 Jefferson and Cary Streets



50 Votes

Each label from a half pound can of Good Luck Baking Powder counts 50 votes—and not only that, you get a powder that has been the standby in thousands of Southern homes for years.

Safe, sure and certain in its splendid results—every time.

1/2-lb. cans... 50 votes
1-lb. cans... 100 votes

Made right here in Richmond by the Southern Manufacturing Co.

Principle Labels, 1/2-lb. cups, 150 votes.

Principle Labels, 1-lb. cups, 300 votes.

Principle Labels, 2 1/2-lb. buckets, 750 votes.

Principle Labels, 5-lb. buckets, 1,500 votes.

The ALL Virginia cigarette— Piedmont

The Cigarette of Quality

10 for 5¢

NOTE:—Why pay for duty when you buy cigarettes? Yet, that's what smokers do every time they buy a 5c package of cigarettes of foreign-grown tobacco—over 1c out of their five goes for import duty and ocean freight! But Piedmonts, being made of Virginia, grown right here in the U. S. A., pay no duty. Every cent is in the quality. Therefore, Piedmonts can afford to give you better quality—and they do!



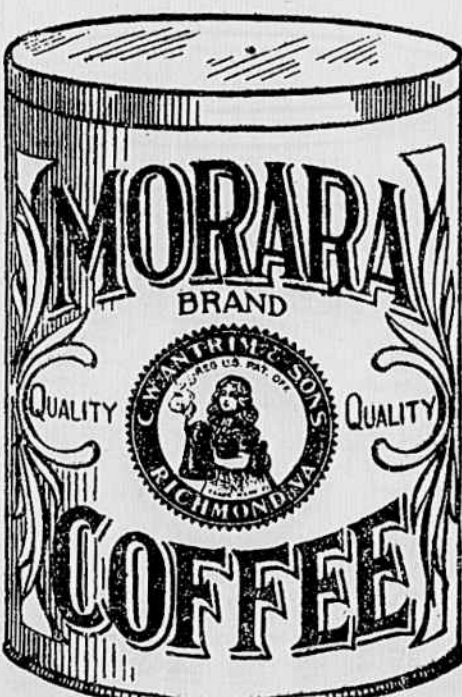
SAVE THE WHOLE BOX
A PIEDMONT BOX
Counts for 50 Votes
In The Times-Dispatch Contest

1000 Bonus Votes With Morara Coffee

Visit the big MORARA demonstration at the Virginia State Fair this week—get a MORARA souvenir—give us your order for MORARA Coffee for delivery through your grocer and get a

1000 Bonus Votes Coupon

(to be used on or before October 21st).



Morara is 100% Pure Coffee

It is ALL Coffee—it is now, and always has been, Absolutely Pure. MORARA cup quality is delightfully pleasing—you will like it. MORARA retails at the popular price of 30c per lb., and comes whole bean, ground medium, ground fine or pulverized. MORARA is packed in sealed tins—sanitary, clean, always fresh and good. Your grocer has MORARA or can get it for you!

Send Your Friends to the MORARA BOOTH

MORARA TEA, in 1/2-lb., 1/4-lb. and 1/8-lb. dumptite canisters; WHITE CAP SPICES, in 5c and 10c cartons, and the entire line of MAYFIELD Pure Foods (except Molasses) are good for votes in the T.-D. Contest. Remember this when ordering of your grocer. Tell your friends to use MORARA Coffee and Tea, WHITE CAP Spices and MAYFIELD Pure Foods and to save you their labels and cartons.

C. W. ANTRIM & SONS, Richmond, Va.

Mr. Coal Consumer, Read This

Permit us to suggest the wisdom of arranging for your coal supply incident to further market stringencies.

Our Bulletin No. 32 will undoubtedly convince you of conditions we are now facing, with which you are probably not acquainted.

You should realize the importance of protecting your coal requirements immediately.



October 1st, 1916.

Bulletin No. 32.

To All Employees:

Owing to the unprecedented condition of the coal market, I consider it best to advise you, that never in the experience of this Company, have we encountered greater difficulty in securing shipments from the mines. We are as well prepared to take care of such conditions as any concern in the business. When we have such heavy demand, I do not feel any too secure, on account of the volume of trade we have to take care of.

We must do all that is possible to get shipments moving to us, as we are most concerned about taking care of our retail business. It is also apparent that, upon the advent of cold weather, the market will be even worse than at the present time. All of our customers should be advised of these facts and urged to put in their coal now. I wish YARDMEN in particular to see that all coal is properly screened and prepared before delivery and that the very best service is given to our customers.

Issued by
E. P. Murphy
Secy & Treas.

WHEN BILLS ARE PAID, ASK FOR TIMES-DISPATCH VOTING COUPON.



1110 EAST MAIN STREET.

PHONE RANDOLPH 71.

The same bonus in effect last week will be continued until October 16.

5,000 BONUS VOTES

on each one dollar of all bills paid this week, October 9 to 16, inclusive.